

#### Planning Staff Report to Board of Zoning Appeals December 3, 2021

for the December 9, 2021 Public Hearing

Docket Number: S 21-781

**Applicant:** Group Therapy Pub & Playground (Matthew Hubbard)

Property Owner: CAP Camperdown Retail, LLC

**Property Location:** 320 Falls Street, Suite G

**Tax Map Number:** 006100-03-04114; 006100-03-04115

Acreage: 2.1

**Zoning:** C-4, Central Business District

Proposal: SPECIAL EXCEPTION to operate a 'Bar' use and 'Indoor

entertainment facility' use, with operation after midnight

#### **Applicable Sections of the City of Greenville Code of Ordinances:**

Sec.19-2.1.3 (A) (1), Board of Zoning Appeals/Powers and Duties/Special Exceptions

Sec.19-2.3.5, Special Exception Permit

Sec.19-4.1, Table of Uses

Sec. 19-4.3.3 (A), Use Specific Standards, Commercial Uses, General

Sec. 19-4.3.3 (F) (10), Nightclub or Bar

#### **Staff Recommendation: Approve with Conditions**

Staff concludes that the Application <u>complies</u> with the standards to grant a Special Exception Permit as an 'Indoor entertainment facility' and 'Bar', with operation after midnight. If the Board decides to grant the Permit, Staff suggests the following conditions:

- 1. The Special Exception Permit is limited to the Applicant, Group Therapy Pub & Playground (Matthew Hubbard), and is not transferrable.
- 2. Operation of the facility shall be limited to a "nightclub/bar," as defined by this Code, and shall substantially conform to the statements of the applicant and the content of the application. Modification of the facility's operation shall require the applicant to seek a modification of the special exception permit. Operation of the business shall always comply with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the department of revenue.
- 3. Delivery, waste collection, and similar commercial traffic is prohibited between the hours of 12:00 midnight and 7:00 a.m.
- 4. Loitering, solicitation, and disorderly conduct is always prohibited. Rules, consistent with the provisions of the Greenville Code of Ordinances, shall be posted in conspicuous locations on the building and throughout the parking lot and shall be enforced by the proprietors.
- 5. Exterior sound amplification is prohibited, except in areas specifically authorized on the approved site plan and/or floor plan. All amplified sound shall be directed inward toward the facility and

- away from any adjoining use or public property. No exterior amplified sound shall be permitted between the hours of 10:00 p.m. and 11:00 a.m.
- 6. Interior sound amplification shall be located only as reflected on an approved floor plan and shall be directed away from the principal entrance or directed toward the interior of the building.
- 7. Exterior doors shall remain closed except to provide ingress and egress between the hours of 10:00 p.m. and 5:00 a.m.
- 8. At all times during its occupancy, the applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
- 9. The applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 90 days of the date of approval of a special exception permit and future personnel shall receive training within 30 days of hire.
- 10. The applicant shall retain a minimum of two (2) security guards, of which one (1) shall be off-duty sworn law enforcement officer positioned outside the business on Fridays and Saturdays between the hours of 10:00 PM and 2:15 AM and at any time, while open for business, when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.
- 11. Occupant capacity of the establishment shall be established by the city building codes administrator. The applicant shall designate staff at all ingress/egress points as responsible to monitor the flow of patrons.
- 12. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, smoking, encroachment ordinances, adequate patron parking and applicable parking restrictions.
- 13. The applicant shall provide executed shared parking agreements, with the owners of the parking garages and any valet service parking site, cited in the applicant's testimony, that provide the required number of parking spaces indicated by the Land Management Ordinance for the use, on or before the time of the request for a Certificate of Occupancy (CO).
- 14. A copy of the special exception permit shall be maintained on premises with other related inspection, licensing, and occupancy information.

#### **Update:**

This application was deferred from the November 11, 2021 Meeting due to lack of quorum for this business item. Prior to the public hearing posting deadline, the applicant did submit a letter requesting a reduction in security recommended by the Technical Advisory Committee and Staff's recommendation.

#### Staff Analysis:

The Applicant, Matthew Hubbard, with Group Therapy Pub & Playground, requests a special exception for an "indoor entertainment facility" use to operate after midnight in a C-4, Central business district. The

subject site is located at 320 Falls Street, Suite G, with its main entry at the rear corner of the plaza, within the retail section of the Camperdown development.

Per Sections 19-4.1 (*Table of Uses*) and 19-4.3.3(A) and (F)(10) (*Use-specific standards for Commercial, General and Nightclubs or Bars*), a special exception permit is required for indoor entertainment facilities, bars, and any business in the C-4 district, with operations after midnight. The proposal includes establishment of a restaurant space, a bar area for beer, wine, and cocktails, entertainment and games, to include mini golf, axe throwing, ice curling, ping pong, and in addition to trivia, karaoke, and bingo nights. Hours of operation extend as late as 2 am all days of the week.

The Technical Advisory Committee (TAC) met with the applicant on October 18, 2021 and recommended approval of the special exception permit with conditions. These recommended conditions are listed at the end of this report.

A Special Exception Permit shall be approved only upon finding that the applicant demonstrates **all** the following are met:

#### 1. The Use Is Consistent with the Comprehensive Plan(s):

The Future Land Use Map of the City's GVL 2040 Comprehensive Plan designates this property 'Center City' which is described as follows:

Center City is Greenville's downtown central business district. It contains a mix of land uses that includes but is not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed use aligns directly with the desired "entertainment" use in the Center City FLUM classification and will bring additional pedestrian traffic through the new plaza constructed with the Camperdown development.

Staff finds that the proposed use is consistent with the GVL 2040 Comprehensive Plan.

#### 2. The Use Will Comply with the Use Specific Standards:

Use-specific standards for commercial uses and 'Bars', open after midnight, are listed below: 19-4.3.3(A) General.

- (1) Design standards. Except where specifically exempted by this chapter, nonresidential uses shall comply with the standards in subsection 19-6.5.
- (2) Commercial uses located within the OD, C-1, C-2, C-4, RDV, and PD districts open to the public between the hours of 12 midnight and 5:00 a.m. require a special exception permit, except when a conditional use permit is required, and, at a minimum, are subject to the following standards:
  - (a) The standards for granting a special exception permit.
  - (b) On-site traffic shall be directed away from abutting residential uses or residential districts between the hours of 12:00 midnight and 5:00 a.m.
  - (c) Delivery, waste collection, and similar commercial traffic is prohibited between the hours of 12:00 midnight and 5:00 a.m.
  - (d) Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of the Greenville Code of Ordinances shall be posted in conspicuous locations and shall be enforced by the proprietors.
  - (e) Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan and/or floor plan; all amplified sound shall be directed inward toward the facility and away from any adjoining use or public property. No exterior amplified sound shall be permitted between the hours of 10:00 p.m. and 11:00 a.m. Interior sound amplification

- shall be located only as reflected on an approved floor plan and shall be directed away from the principal entrance or directed toward the interior of the building.
- (f) Drive-through facilities shall be closed between the hours of 12:00 midnight and 5:00 a.m.
- (g) Exterior doors shall remain closed except to provide ingress and egress between the hours of 10:00 p.m. and 5:00 a.m.
- (h) The required permit, either special exception permit or conditional use permit, shall be limited to the applicant and shall not be transferrable. Copy of the special exception permit or the conditional use permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- 19-4.3.3(F)(10) Nightclub or bar. In addition to complying with the standards for granting a special exception, such use shall comply with the location standards established by the state and:
  - (a) A conditional use permit shall be limited to the applicant or a legal entity authorized to be represented by the applicant, and shall not be transferrable.
  - (b) Operation of the facility shall be limited to a "nightclub/bar," as defined by this Code, and shall substantially conform to the statements of the applicant and the content of the application. Modification of the facility's operation shall require the applicant to seek a modification of the conditional use permit. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the department of revenue.
  - (c) At all times during its occupancy, the applicant shall assign a manager on the premises who shall ensure compliance with the terms of the conditional use permit, this Code, and the applicable S.C. Code of Laws and Regulations.
  - (d) The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 90 days of the date of the granting of a conditional use permit and future personnel shall receive training within 30 days of hiring.
  - (e) As may be recommended by the technical advisory committee, the administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to S.C. Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.
  - (f) Occupant capacity of the establishment shall be established by the city building codes administrator. The applicant shall designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.
  - (g) Exterior sound amplification shall be prohibited except in areas specifically authorized on the approved site plan; all amplified sound shall be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification shall be limited by the permit.
  - (h) Interior sound amplification shall be located only as reflected on the approved floor plan and shall be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows shall remain closed after 10:00 p.m.
  - (i) Rooftop decks shall have perimeter guard railing above table surfaces.
  - (j) Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code shall be posted in conspicuous locations on the building and throughout the parking lot and shall be enforced by the proprietors.

- (k) The application shall comply with city noise, smoking, and encroachment ordinances.
- (I) A copy of the conditional use permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- (m) The administrator may attach additional conditions to the conditional use permit which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the nightclub/bar.

The applicant states the intent to comply with these use-specific criteria within their application. Upon discussion with the Technical Advisory Committee, the applicant displayed awareness of potential issues about noise, security, monitoring occupant capacity, training for management and staff, and overall hours of operation. Staff recommends formally incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval.

Staff finds, with appropriate conditions, the use complies with the specific use standards of the Land Management Ordinance.

#### 3. The Use Is Compatible with the Character of Surrounding Lands:

The subject property is surrounded by C-4, Central business district zoning. Adjacent uses, within the development, include office to the west, multifamily residential to the east, a parking garage to the south, and the plaza and entry to the facility to the north. There is no second story to the applicant's area of use. The building area above the area of use is covered primarily with the chillers for the office use and a pool for the multifamily section of the development. Other adjacent uses to the overall development are office, retail, and park/open space.

The area requested for use in this application is relatively insulated from adjacent land uses, and where this is not the case, uses are of a similar character and classification.

Staff finds that the use is compatible with surrounding lands.

#### 4. The Design Does Not Have Substantial Adverse Impact:

The proposed use is located within the Camperdown development. Impacts of service delivery and parking will not exceed those already anticipated for the development. With area requested insulated from adjacent properties by the development, issues such as odors, noise, glare, and vibration should be relatively minor. If outdoor noise amplification is limited and appropriate levels of outdoor security are provided during the later hours of the night, potential negative impacts of the development should be manageable and should have minimal effect.

To minimize detrimental impacts on adjacent residential land uses, staff recommends approval of the special exception permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the design will not have substantial adverse impacts.

#### TAC Findings and Recommendation:

#### FINDINGS OF THE COMMITTEE:

1. The application, including the Application for Special Exception, Zoning Compliance Application, and all other documents submitted supplemental to those applications and received as part of the Board of Zoning Appeals files for this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.

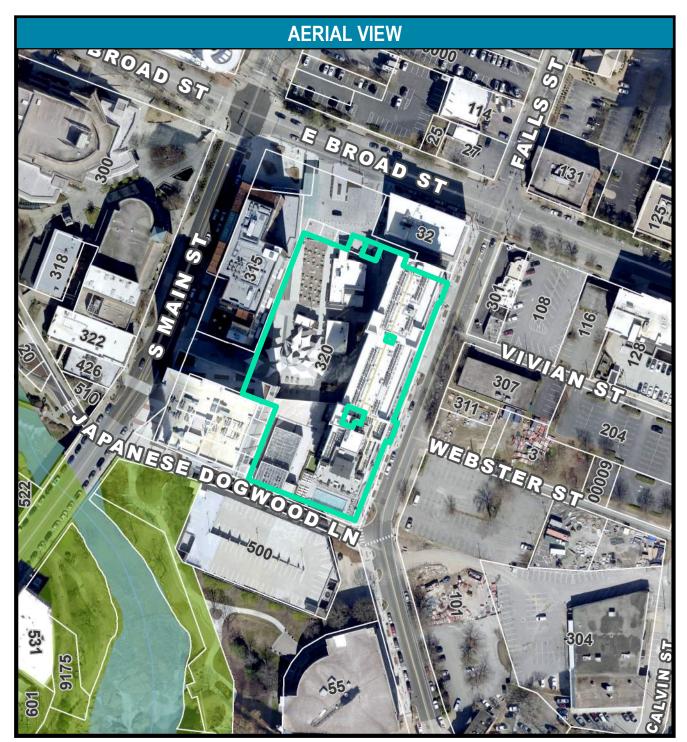
- 2. The applicant indicates the intent to operate an indoor entertainment facility, bar, and restaurant.
- 3. The applicant indicates expected hours of operation of Monday thru Sunday, 11 am to 2 am, and age restricted to 21 years old and over after 7 pm.
- 4. The applicant indicates the layout of the business will include restaurant seating on one side, games on the other side, and bar services throughout, with dedicated spaces for private, VIP, or corporate functions.
- 5. The applicant indicates weekday programming will include dedicated karaoke nights, bingo, and trivia nights, that begin approximately 5pm 6pm, and end 2am, or close of business, if there is insufficient demand.
- 6. The applicant indicates on weekends including Friday and Saturday nights, live entertainment will be available, which includes DJ's, bands, musicians, and singers, and additional karaoke opportunities that begin as early as 5 pm to close on Fridays, and from time of open to time of close on Saturdays and Sundays.
- 7. The applicant indicates that security will be provided by CAP Camperdown LLC, as provided for all tenants in the Camperdown development. The initial plan indoors is to have no in house security Sunday Thursday open to close; Friday and Saturday from 7pm till close there will be one security staff member at the front door dedicated to security, checking ID's, and occupancy control during transition to 21+ only.
- 8. The applicant indicates that parking is available in the parking garage directly below the business, the adjacent garage connected by breezeway, and through valet service off Falls Street, with most of the parking made available when the office uses on site vacate spaces.

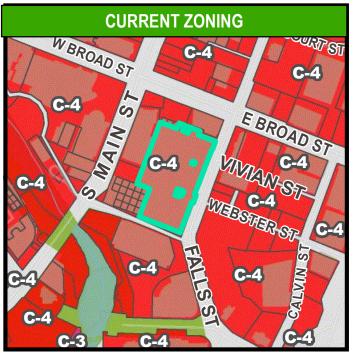
#### RECOMMENDATIONS OF THE COMMITTEE:

- 1. This Committee recommends that the Board of Zoning Appeals *approve* the application for a Special Exception Use Permit.
- 2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on surrounding uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses and are in addition to the standard requirements outlined in Section 19-4.3.3(C) of the Land Management Ordinance:
  - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the applicant.
  - b. This Committee recommends that all interior amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
  - c. This Committee recommends that, except to provide ingress and egress, exterior doors and windows shall remain closed after 10:00 pm.
  - d. This Committee recommends that any exterior sound amplification is prohibited except in areas specifically authorized on an approved site plan and/or floor plan; all amplified sound shall be directed inward toward the facility and away from any adjoining use or public property. No exterior amplified sound shall be permitted between the hours of 10:00 pm and 11:00 am.

- e. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, adequate patron parking and applicable neighborhood parking restrictions.
- f. This Committee recommends that at all times during its occupancy, the applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
- g. This Committee recommends that the applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center, or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training, for each employee, shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 90 days of the date of the granting of a conditional use permit and future personnel shall receive training within 30 days of hiring.
- h. This Committee recommends that the applicant shall retain a minimum of two (2) security guards, of which one (1) shall be off-duty sworn law enforcement officers positioned outside the business on Fridays and Saturdays from the hours of 10:00 PM and 2:15 AM and at any time while open for business, when it is reasonably anticipated that a larger-than-average number of patrons will occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate", pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.

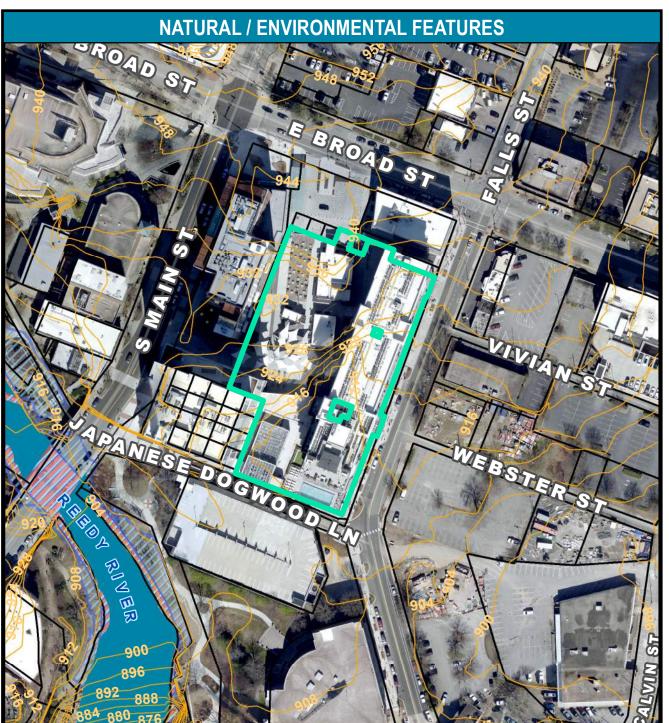
# **S 21-781 • 320 FALLS STREET, STE G**







# **S 21-781 • 320 FALLS STREET, STE G**









Office Use Only:	
Application#	Fees Paid
Date Received	Accepted By

# APPLICATION FOR SPECIAL EXCEPTION CITY OF GREENVILLE, SOUTH CAROLINA

APPLICANT / PERMITTEE*: Matthew	Hubbard	Member / GT Greenville, LLC
*	Name	Title / Organization
permit may be limited to this entity.		
APPLICANT'S REPRESENTATIVE:		
(Optional)	Name	Title / Organization
MAILING ADDRESS: P.O. BOX 731	GREENVILLE, SC 29601	
PHONE: 7066141758	EMAIL: MATT@GROUPTH	ERAPY.FUN
FIIONL.	LIVIAIL.	
PROPERTY OWNER: CAP CAMPER	RDOWN RETAIL, LLC	
MAILING ADDRESS: 423 S. MAIN S	TREET SUITE 702 GREEN	NVILLE, SC 29601
PHONE: 8646163606	EMAIL: REBECCAG@CAP	LLC.COM / REBECCA GAULT
	DDODEDTY INCODMATION	
220 EALLS ST	PROPERTY INFORMATION	LE SC 20601
STREET ADDRESS: 320 FALLS STI	REET SOITE G GREENVIL	LE, 30 2900 i
#0061000304114 TAX PARCEL #: #0061000304115	ACREAGE: ZO	NING DESIGNATION: C4
# JOO 1 JOO		
	REQUEST	
Refer to Article 19-4, Use Regulation		dinance ( <u>www.municode.com/library/</u> )
DESCRIPTION OF PROPOSED LAND	USE:	
Property will be used as a restau open till 2.am	rant serving alcohol with er	tertainment and games staying

#### **INSTRUCTIONS**

1. The application and fee, **made payable to the City of Greenville**, must be received by the planning and development office no later than 5:00 pm of the date reflected on the attached schedule.

- 2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a special exception). See also **Section 19-2.3.5**, **Special Exception Permit**, for additional information. You may attach a separate sheet addressing these questions.
- 3. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.
- 4. You must attach the required application fee: \$250.00
- 5. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6**, **Determination of Sufficiency**, prior to placing the application on the BZA agenda. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

6. You must post the subject property at least 15 days (but not more	than 18 days) prior to the scheduled hearing date.
'Public Hearing' signs are acknowledged as received by the Appl	ne applicant  Licant Signature
7. <b>Please read carefully:</b> The applicant and property owner application; including any/all supplemental information is true have provided full disclosure of the relevant facts.	
In addition the applicant affirms that the applicant or someone reasonable effort to determine whether a deed or other document that preclude or impede the intended use and has found no results.	nent places one or more restrictions on the property
If the planning office by separate inquiry determines that such the applicant does not withdraw or modify the application in a terminated or waived, then the planning office will indicate in granting the requested change would not likely result in the be	timely manner, or act to have the restriction its report to the Board of Zoning Appeals that
To that end, the applicant hereby affirms that the tract or parce or is not restricted by any recorded covenant that is contractivity.	
Man	_ APPLICANT / REPRESENTATIVE SIGNATURE
10/5/2021	DATE
Rebecca Sault	PROPERTY OWNER SIGNATURE

DATE

10 / 05 / 2021

## APPLICANT RESPONSE TO SECTION 19-2.3.5(D)(1), STANDARDS – SPECIAL EXCEPTION

#### (YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

Group Therapy Pub & Playground will bring to downtown Greenville a new restaurant, Bar, and entertainment venue. We will feature traditional pub food, beer, wine, Cocktails, and games. Games include mini golf, axe throwing, ice curling, and ping pong. We will also offer trivia, karaoke, bingo, league, and tournament nights. We will also offer trivia, karaoke, bingo, league, and tournament nights.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-4.3**, **USE SPECIFIC STANDARDS**.

We Will Comply with the uses stated in section 19-4.3

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

The proposed use matches the mix of retail and restaurants adjacent to our Restaurant including CAMP and Juniper. This concept is of the highest quality finishes That will help to greatly increase the value of offerings to downtown Greenville For its locals and visitors and increase traffic to other local businesses.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.

Group Therapy will be located within the Camperdown development which has A dedicated parking garage, space for loading and deliveries, it's own trash shoots And many of our interior design features and equipment will limit or rid of all odors, Noise, glare, and vibration from neighboring retail and offices spaces.

## APPLICANT RESPONSE TO SECTION 19-2.3.5(D)(2), STANDARDS – CHANGE IN NONCONFORMING USE

#### (YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE IS MORE IN CHARACTER WITH, OR EQUAL TO, THE USES OTHERWISE PERMITTED IN THE ZONING DISTRICT THAN THE EXISTING OR PRIOR NONCONFORMING USES.

Group Therapy is consistent with the other currently permitted businesses that are also bars, restaurants and entertainment venues also in downtown Greenville.

2. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE WILL NOT SUBSTANTIALLY AND PERMANENTLY INJURE THE USE OF NEIGHBORING PROPERTY FOR THOSE USES PERMITTED WITHIN THE RELEVANT ZONING DISTRICT(S).

Group Therapy will be bringing a first class bar, restaurant, and entertainment venue to help support and bring even more locals and visitors to the downtown Greenville area.

3. IS ADEQUATE INFRASTRUCTURE CAPACITY AVAILABLE TO SERVE THE PROPOSED NONCONFORMING USE?

The Camperdown property development infrastructure was designed to adequately support the capacity for our proposed use of a restaurant and bar and entertainment venue.

4. IS THE PROPOSED USE ONE THAT IS OTHERWISE PERMISSIBLE IN ANOTHER ZONING DISTRICT WITHIN THE CITY?

Yes, there are other currently permitted businesses that also offer bar, restaurant, and entertainment in the downtown Greenville area.



#### **Zoning Compliance Application**

#### **Establishments Serving Beer, Wine, Or Liquor**

<b>Applica</b>	nt				
Name G	T Greenville, LLC		Phone	7066141758	
Mailing A	Address P.O. Box 73	31 Greenville,	SC 29	9602	
Email N	latt@grouptherapy.	fun		_	
Signatur	e of Applicant //				Date <b>10/5/2021</b>
-	y Owner				
	AP CAMPERDOW				
Mailing A	Address 1 423 S. Ma	in Street, Suite	e 702	Greenville, SC 296	01
Email re	ebeccag@capllc.coi			-	
Signatur	e of Property Owner _	Rebe	cca	Sault	Date <b>10/5/2021</b>
Propert	y Information				
Address	320 Falls Street Su	ıite G Greenvi	lle, SC	29601	
	#0061000304114 #0061000304115	Zoning District [	Designa	tion C4	

#### **Description of Proposed Use**

Provide details for each of the following, as applicable, on a separate sheet:

#### **Operating Plan**

- 1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
- 2. Days and Hours of Operation
- 3. Staffing Schedule
- 4. Kitchen Equipment Schedule
- 5. Menu and Hours of Food Service
- 6. Parking for Customers and Employees
- 7. Designated Smoking Area
- 8. Type of Entertainment and Duration
- 9. Closing / "Last Call" Procedures

#### **Security Procedures**

- 1. Number and Type of Designated Security Staff
- 2. Training / Certification of Staff
- 3. Specific Duties / Responsibilities of Staff
- 4. Entry / Exit / Re-Entry Procedures
- 5. Crowd Management
- 6. Crime Prevention through Environmental Design (CPTED)

#### Seating Plan

- 1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
- 2. Schedule a feasibility inspection of the property: 864.467.4457

#### **Business Plan**

- 1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
- 2. Projected Revenue: % Alcohol Vs. Food Sales
- 3. Fees For Entry / Membership / Entertainment
- 4. Status Of City Business License Application
- 5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
- 6. Status Of Abl-901 Application To SC

Department Of Revenue

7. Provide Documentation That Sled Requirements Have Been Met



#### Provide a response for each of the following:

- 1. Describe the ways in which the proposed use is consistent with the comprehensive plan.

  Group Therapy Pub & Playground will bring to downtown Greenville a new resta

  Bar, and entertainment venue. We will feature traditional pub food, beer, wine,

  Cocktails, and games. Games include mini golf, axe throwing, ice curling, and pi

  We will also offer trivia, karaoke, bingo, league, and tournament nights.
- 2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.

The proposed use matches the mix of retail and restaurants adjacent to our Restaurant including CAMP and Juniper. This concept is of the highest quality fi That will help to greatly increase the value of offerings to downtown Greenville For its locals and visitors and increase traffic to other local businesses.

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.

Group Therapy will be located within the Camperdown development which has

A dedicated parking garage, space for loading and deliveries, it's own trash show

And many of our interior design features and equipment will limit or rid of all odo

Noise, glare, and vibration from neighboring retail and offices spaces.

#### **Meet With the Technical Advisory Committee**

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections Police
Business Licensing Fire
Economic Development Planning
Public Information and Events Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5<sup>th</sup> floor of City Hall.

#### Group Therapy Technical Advisory Committee Application

#### **Operating Plan**

- 1. **Type of use:** Full service restaurant, bar, and entertainment venue serving food, beer, wine, and alcohol.
- 2. **Hours of operation:** 7 days a week from 11am to 2am. Hours could change seasonally based on demand but will never extend past 11am or 2am.
- 3. Staffing schedule: Afternoon from 11am 6pm and evening from 6pm to 2am.
- 4. Kitchen equipment schedule: See exhibit A.
- 5. **Menu and hours of food service:** See exhibit B. Our food service hours will be consistent with the hours we are open from 11am to 2am.
- 6. **Parking for customers and employees:** The Building and Lease offer no dedicated parking for either customers or employees and the establishment will rely on public parking. The Camperdown development has two nearby parking garages and valet service directly underneath and adjacent to the location.
- 7. Designated smoking area: N/A
- 8. Type of entertainment and duration: Weekday programming will include dedicated karaoke nights, bingo, and trivia nights. These programs will start and end consistent with the end of the work day starting at approximately 5pm 6pm, and lasting till 2am or close of business if there is sufficient demand. On weekends including Friday and Saturday nights, we will include live DJ's, live bands, musicians, and singers, and additional karaoke opportunities. These programs will be consistent with demand and could start as early as 5pm close on Fridays, adn open to close on Saturdays and Sundays. Mini Golf, Synthetic Ice Curling, Ping Pong, and Axe Throwing will also be available 7 days a week, open to close.
- 9. Closing / last call procedures: An announcement over our sound system will announce the last call which will be at 1:45am with all the customers gone from the building by 2am.

#### **Security Procedures**

1. Number and type of designated security staff: The Camperdown development provides all tenants a 24/7 onsite security personnel. The initial plan for Group Therapy indoors is to have no in house security Sunday – Thursday open to close. Friday and Saturday from 7pm till close there will be one security staff member at the front door dedicated to security, checking ID's, and occupancy control as we transition to 21+ only. We will make adjustments to this plan as we see the need.

2. **Training / certification of the staff:** We plan to train each employee to whatever the required level or certification may be for that role which may include but not limited to ServSafe, TIPS, and other restaurant and bar industry training.

#### 3. Specific duties / responsibilities of staff:

Bartender – The Bartenders will be the primary customer service contact and will have the majority of the floor responsibilities. Make and serve drinks, take food orders, countdown cash and credit card receipts every night. Clean the bar at the end of the night and prepare the restaurant for the next shift.

Barback – Keep the bar and surrounding area clean and free for movement, keep all needed items stocked and easily reachable for the bartenders, and to handle random issues that may occur. Clean the bar at the end of the night and prepare the restaurant for the next shift.

Kitchen Staff – Prep food for cooking, cook orders, keep the kitchen clean during and after shift and to keep the kitchen in compliance with all relevant laws and codes.

Security – Check ID's for legal drinking age, maintain the order and safety of everyone in the venue, crowd management and occupancy enforcement, help clean and prepare the restaurant for the next shift at the end of the night.

Assistant Managers - They will float from different areas of the venue to assist as needed. They will also handle all customer service complaints and issues.

Kitchen and Bar Manager - They will oversee the kitchen, waiter, bartender staff to ensure compliance with all applicable laws and codes. Hold staff accountable for their duties and responsibilities. Provide support in other areas as needed.

General Manager - They will oversee all operations of the business and provide support as needed including the day to day operations.

Event Manager - Responsible for booking events, parties, and team builders and setting up these events as they happen.

4. **Entry / exit and re-entry procedures.** The front door will act as the primary entrance and exit for normal hours of operation. When security is needed all ID's will be checked at the front door and occupancy number will be counted continually. In the case of an emergency all of the patrons will be directed to

- leave via the front door/main entrance. The restaurant will be in compliance with all state and local laws in regards to Exit Signs and maintaining each exit.
- 5. Crowd management When necessary there will be staff security located at the front door continually counting for occupancy to maintain crowd control and manage the occupancy numbers. Should the venue reach occupancy capacity a line will be formed down in front of the venue with stanchion lines. There is plenty of Camperdown plaza space in this area and there is no other business in operation.
- 6. Crime prevention through environmental design The venue has been designed in such a way that almost every area is open and can be observed by security and employees at a single glance. The primary entrance being the only viable method of entry or exit unless there is an emergency and the kitchen exit needs to be used makes controlling who comes in and out of the venue possible.

#### **Operating Plan**

- 1. Seating plan See exhibit C.
- 2. Schedule a feasibility inspection of the property We will schedule the inspection and be available to reply with any reasonable request made by the inspector.

#### **Business Plan**

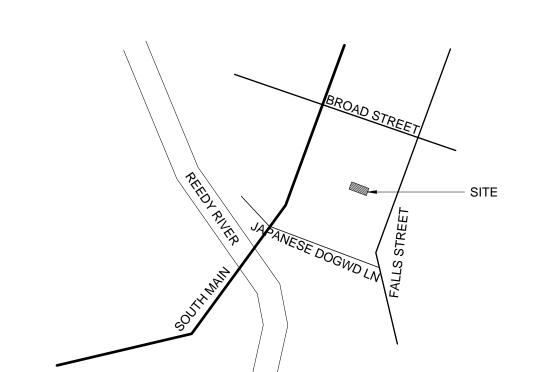
- 1. Business Plan Summary: Target Audience, Theme, Objectives / Goals Our target audience is young professionals aging from 18 40. Our theme is to redefine and create a new modern take on therapy by providing a fun atmosphere for all ages to have fun, eat, and play. Our objective and goal is to bring to downtown Greenville their first entertainment concept and to inspire play through community with others.
- 2. Projected revenue % alcohol vs. food sales 75 % alcohol vs 25 % food.
- 3. Fees for entry / membership / entertainment There will not be a fee for entry. We are considering memberships, but not immediately when we open. Since we will offer various entertainment options within our venue those will be priced per person, and per rental bay consistent with other entertainment businesses such as Top Golf. Entertainment prices could also vary depending on peak vs off peak hours. Right now our pricing model includes \$15 9 holes of mini golf, and \$40 per hour for a bay rental for axe throwing, ice curling, and ping pong which includes up to 6 guests.
- **4. Status of city business license application** Was told we couldn't apply until November since we are not opening until early 2022.

- **5. Status of SCDHEC retail establishment permit if applicable** Awaiting the start of construction to schedule our first inspection. Approximate time frame will be in November 2021.
- **6. Status of ABL-901 application to SC department of revenue** Waiting for final background checks on all members and to send in application in the next few weeks.
- **7. Provide documentation that SLED requirements have been met** See exhibit D of background checks. Please do not publish these as they include sensitive personal information.

# INTERIOR UPFIT FOR GROUP THERAPY

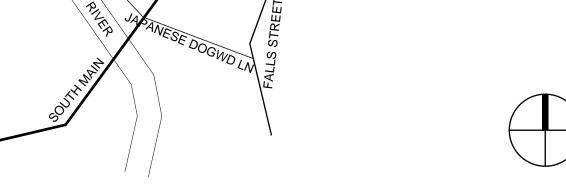
A1 | ### | LIFE / SAFETY PLAN

A "BARCADE"

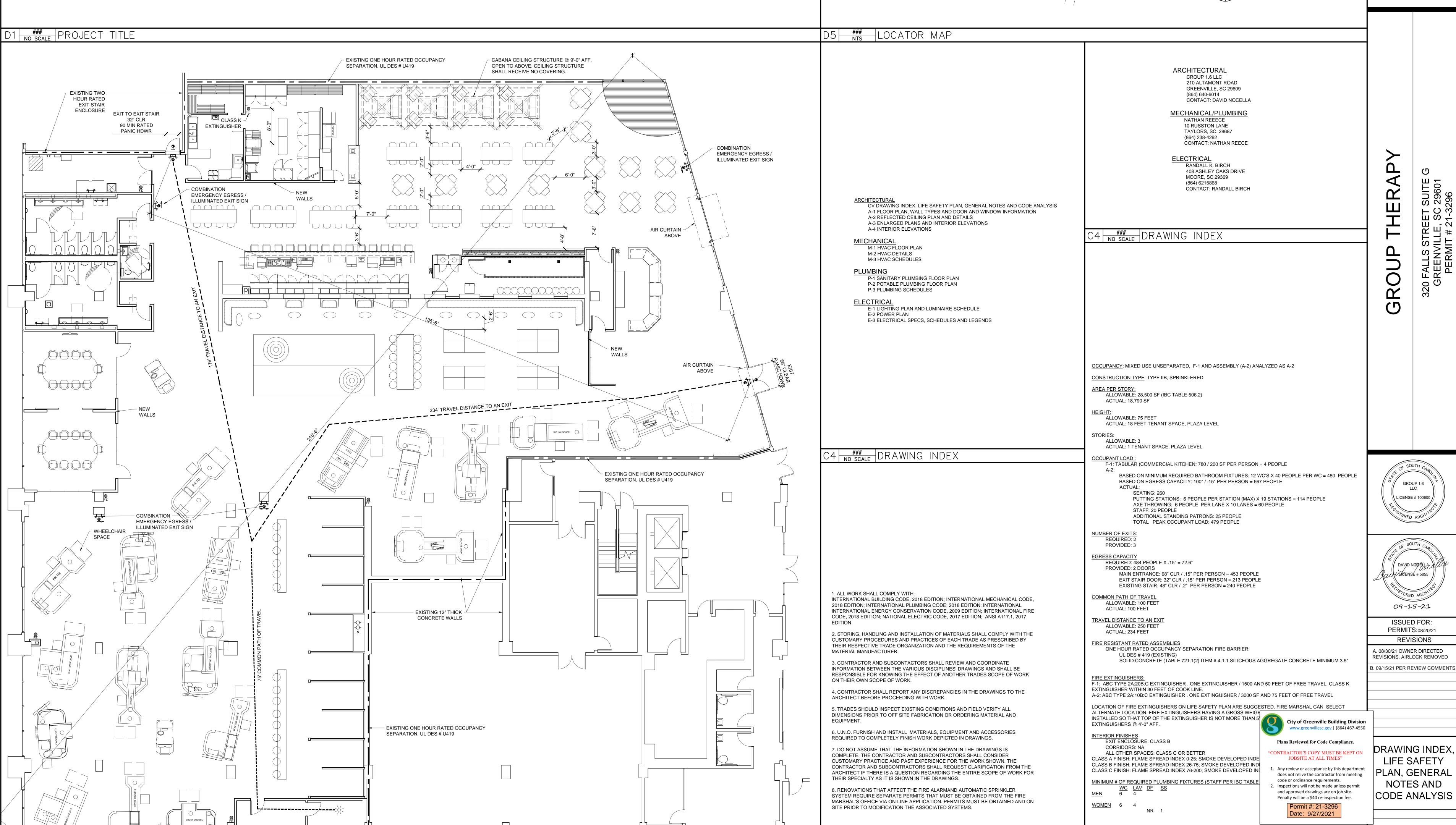




GREENVILLE, SC 2960 864.640.6014

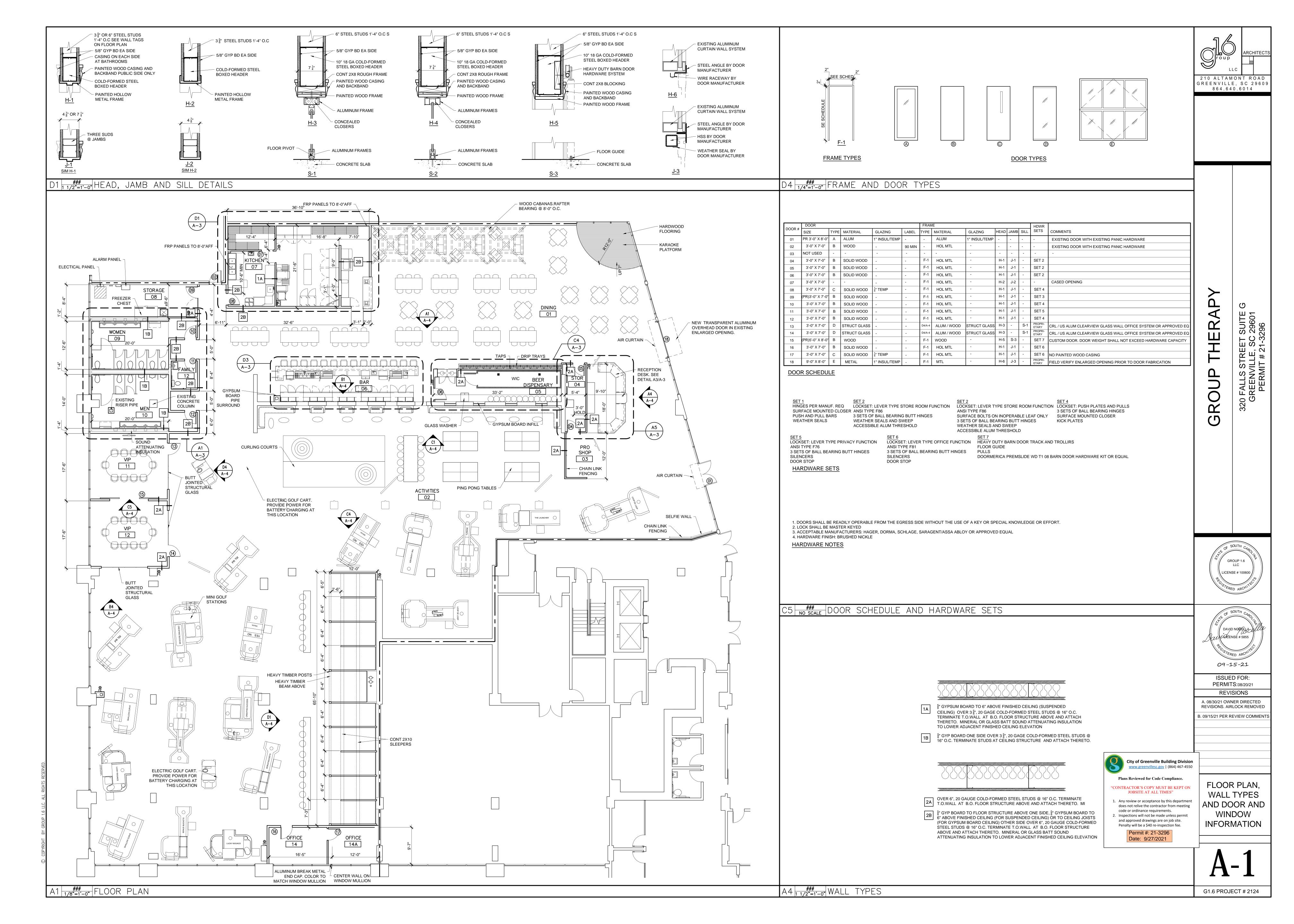


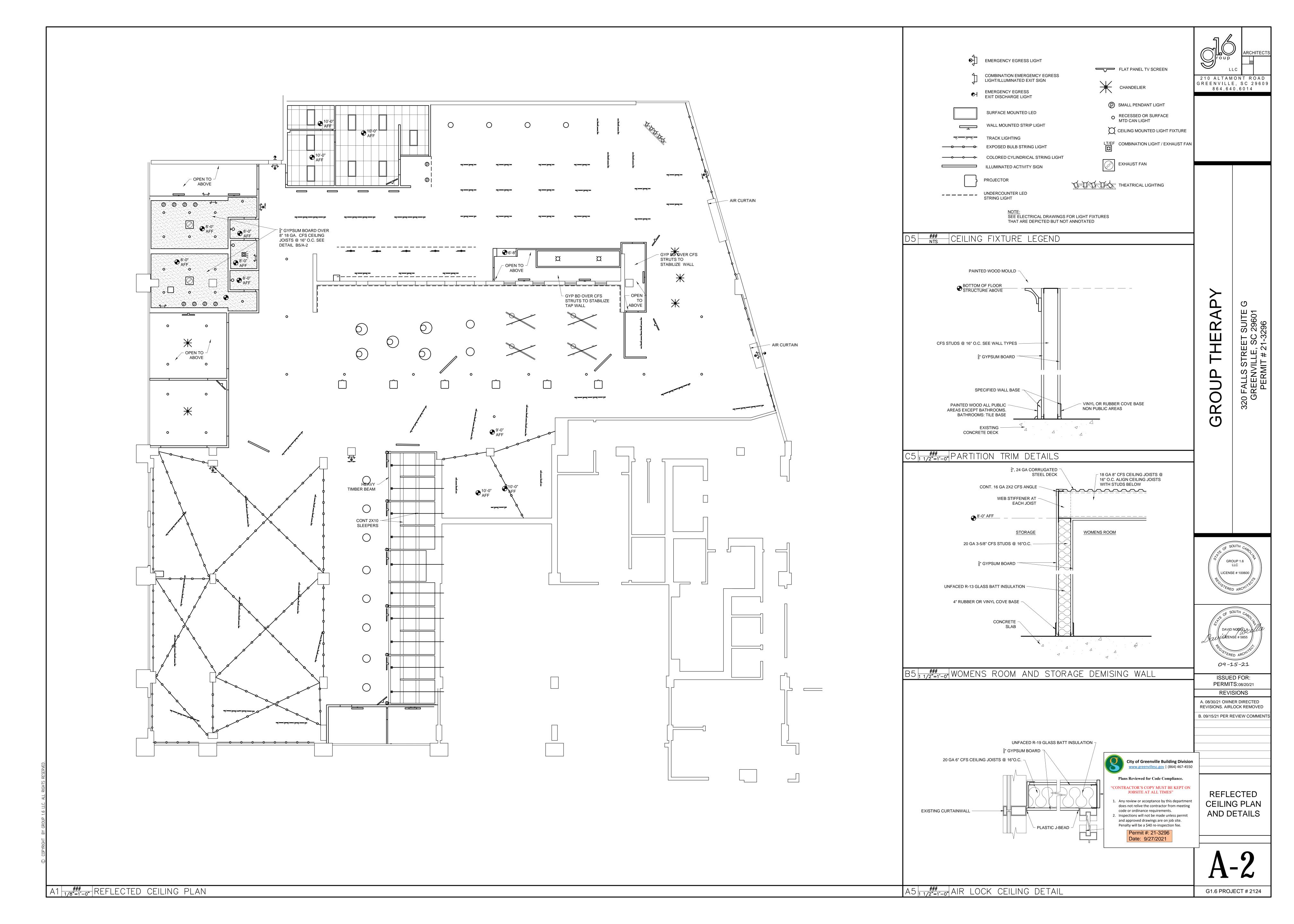
A5 ### CODE ANALYSIS

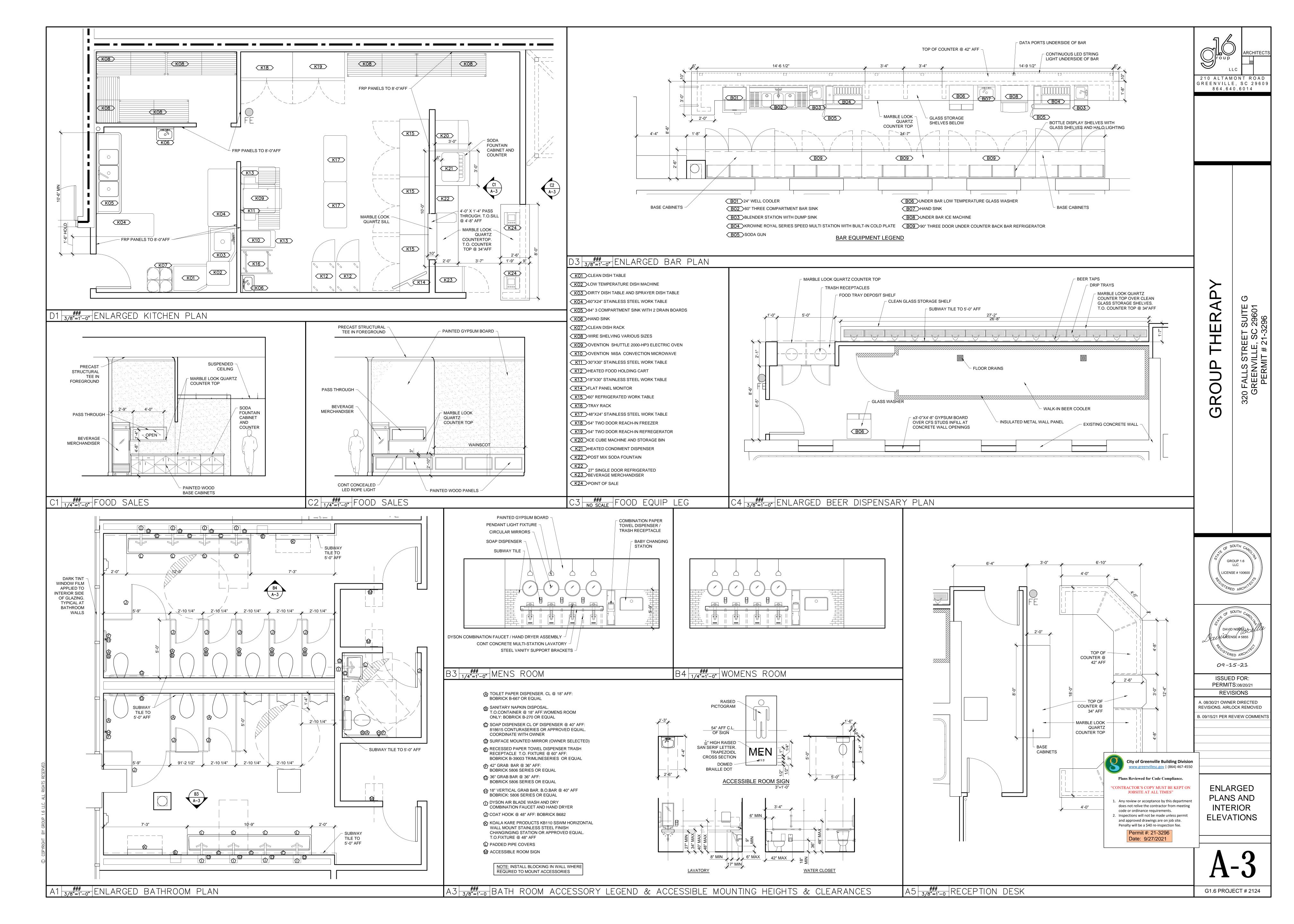


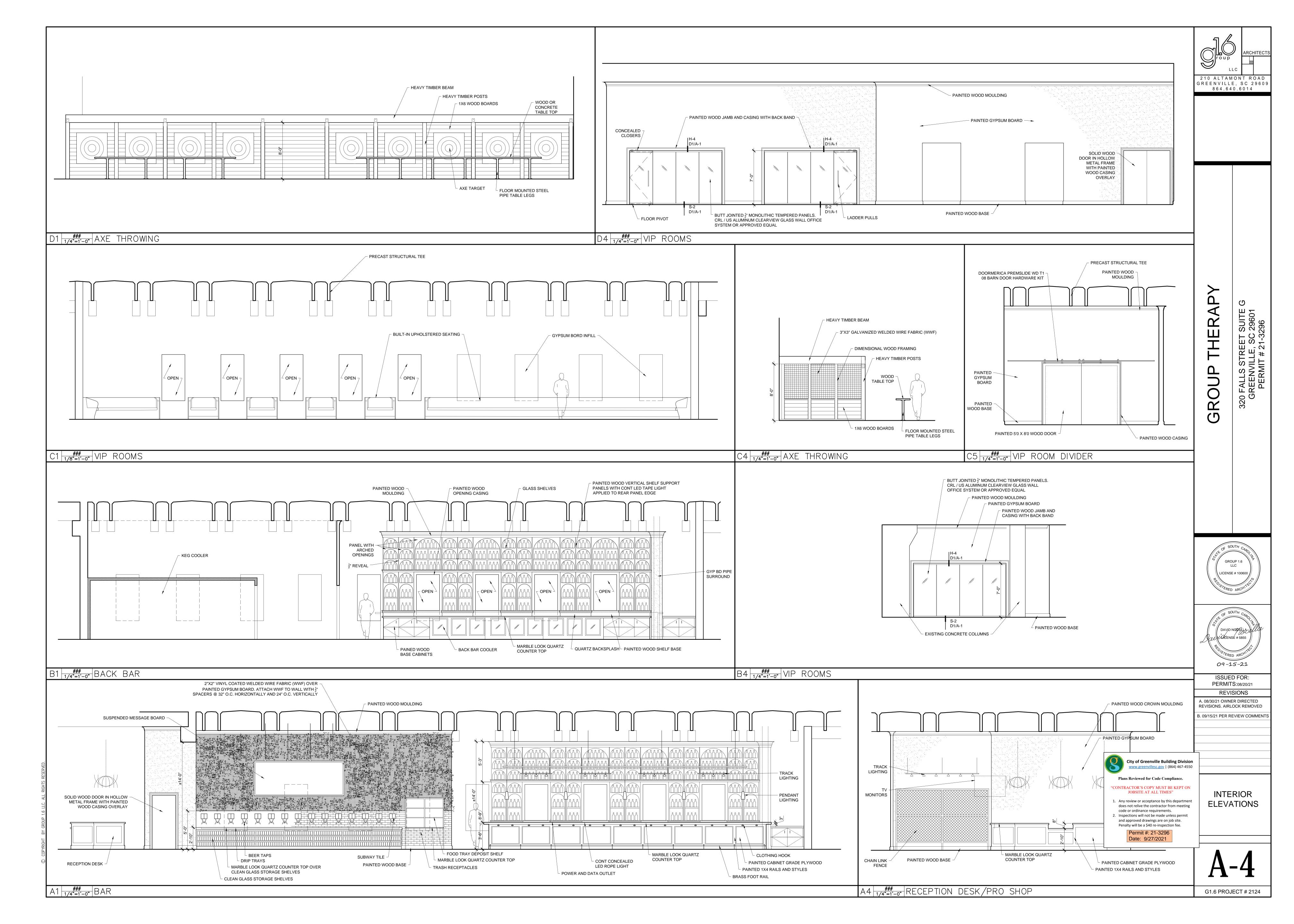
A4 ### GENERAL NOTES

G1.6 PROJECT # 2124









BROAD STREET & SOUTH MAIN STREET GREENVILLE, SC

LEASING | Cortney Carter direct: 864.752.0302 ccarter@collettre.com Rebecca Gault direct: 864.331.2965 rebeccag@capllc.com





# Sees The Crystal Control Contr

#### 217-A EAST WASHINGTON STREET GREENVILLE, SC 29601 864.752.0300 | WWW.COLLETTRE.COM

#### **DEMOGRAPHIC SNAPSHOT (2018)**

	± 111110	2 111110	
opulation	9,101	39,735	
Projected Pop. (2023)	9,863	43,740	
vg. Household Income	\$72,813	\$70,716	\$

1 mile

#### **DAYTIME POPULATION**

Total Businesses	2,541	3,986
Total Employees	28,913	41,786

#### **WEEKEND PEDESTRIAN COUNTS**

**Broad Street - Japanese Dogwood Lane** 

#### THE PEACE CENTER

Over 600 Events Per Year

#### **PROPERTY DETAILS**

3 mile

2 mile

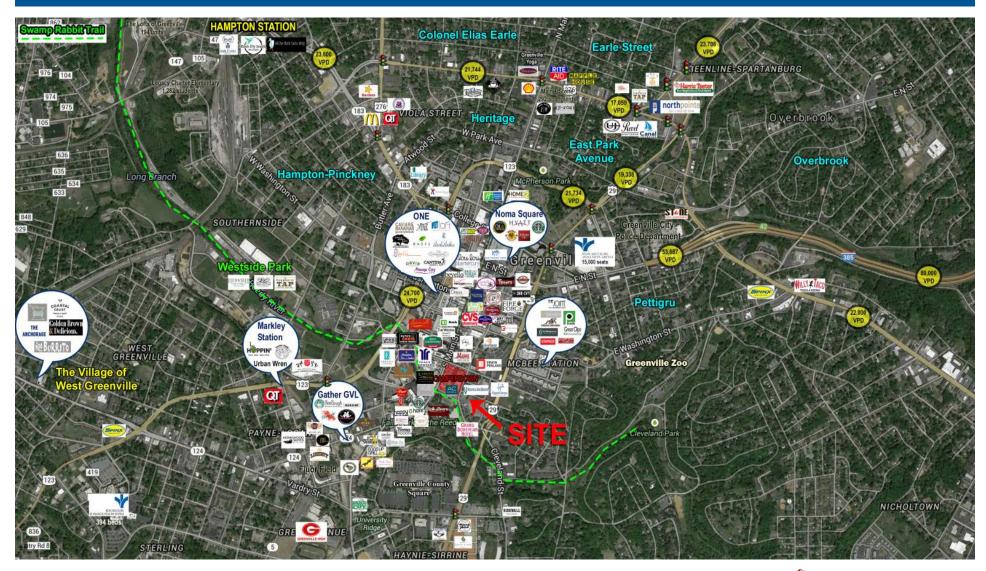
3 mile	•	Phase I - Gannett Building - 5,546 SF of retail space available
79,469		Thase T dannet Banang 0,040 of total space available

- 87,061 Phase II mixed use development delivery 1st QTR 2020
- \$68,640 250 apartment units
  - +/-70,000 SF of retail / restaurant available for lease
  - 6.597 196 room AC Hotel by Marriott
- 72,643 18 luxury condos
  - 150,000 SF of office space
  - 900 parking spaces with valet services
- 30,711 Co-tenants include: Bank of America, Elliott Davis, Larkin's





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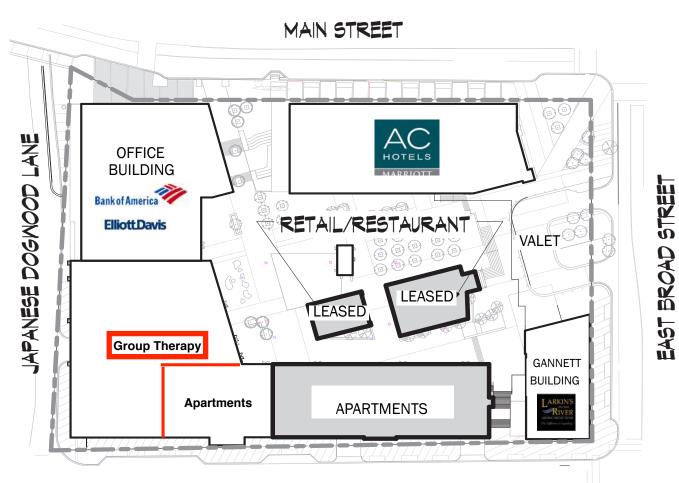


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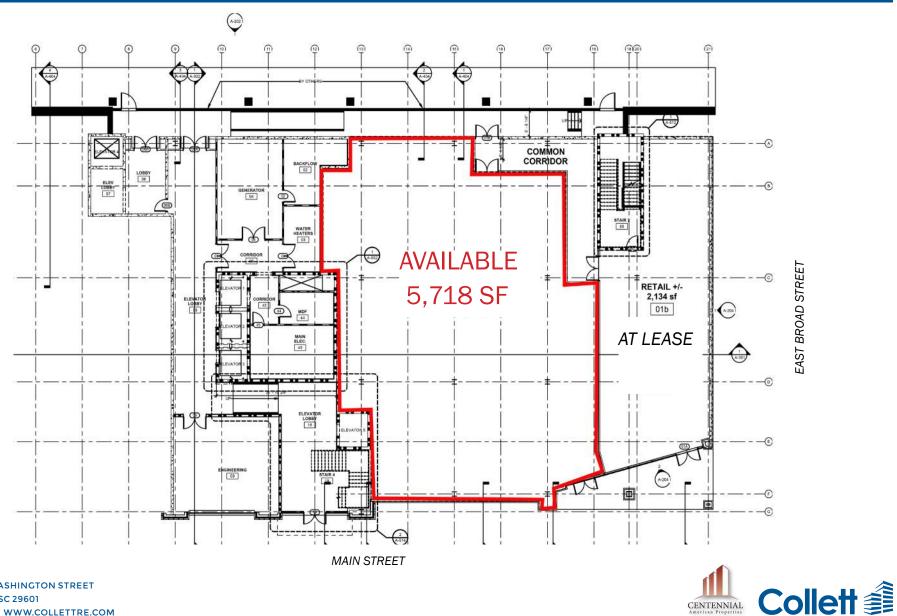




FALLS STREET

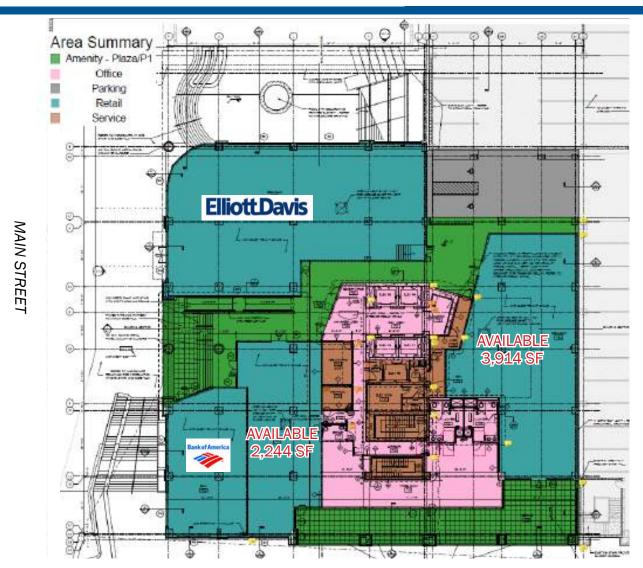
PLAZA LEVEL





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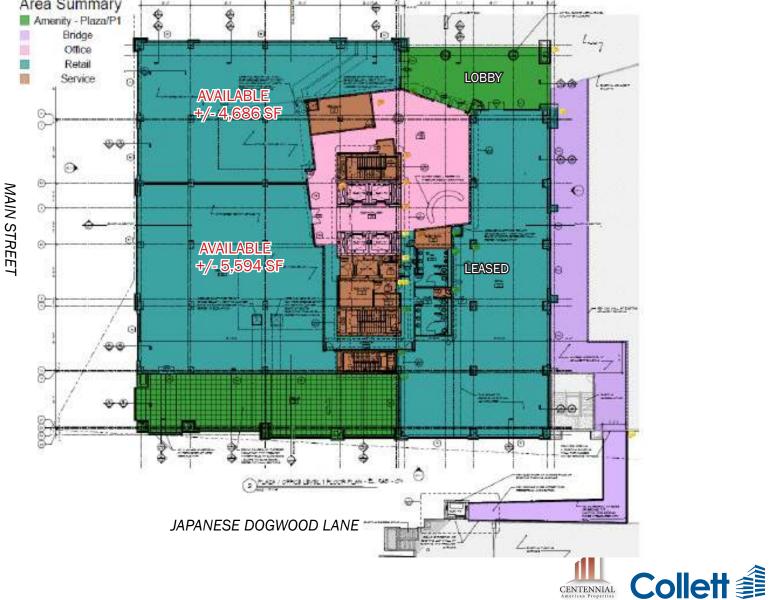
#### **RETAIL UNDER OFFICE BUILDING - FACING MAIN STREET**



JAPANESE DOGWOOD LANE

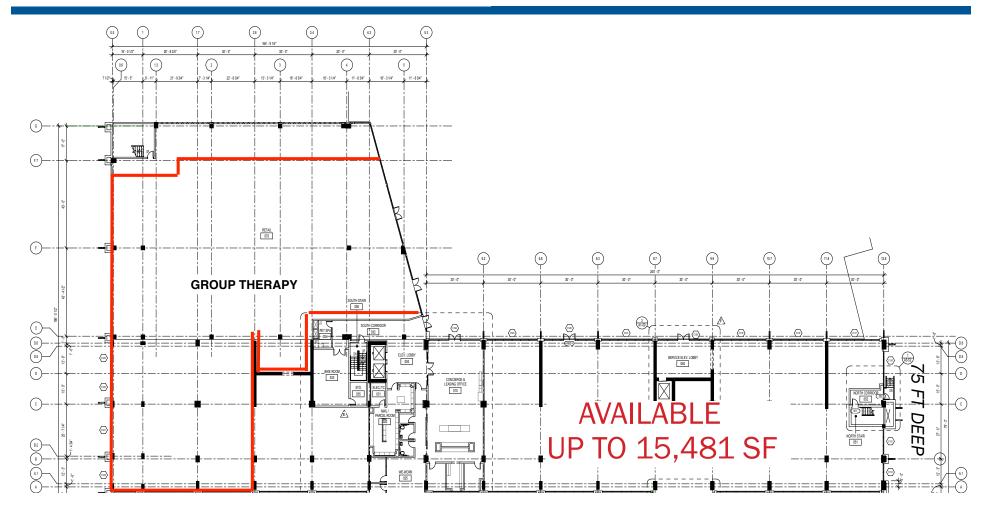


CENTENNIAL



LEASING | Cortney Carter direct: 864.752.0302 ccarter@collettre.com Rebecca Gault direct: 864.331.2965 rebeccag@capllc.com

#### RETAIL SPACES UNDER APARTMENT BUILDING



**FALLS STREET** 



LEASING | Cortney Carter direct: 864.752.0302 ccarter@collettre.com

Rebecca Gault direct: 864.331.2965 rebeccag@capllc.com

#### **GREENVILLE FACTS & FIGURES**

- "Best Small Cities in the US" (National Geographic Traveler 2018)
- "Top 10 Traveler's Choice Destinations on the Rise" (Trip Advisor 2018)
- "4th Fastest Growing City in the US" (US Census 2017)
- "The 24 Coolest Towns in the USA 2017" (Matador 2017)
- "Top 5 Places in the US to Retire" (Conde Nast Traveler 2017)
- "America's Best Downtowns" (Forbes 2017)
- Office space downtown totals over 3 million square feet, accounting for 1/3 of the total office space in the Greenville/Spartanburg area
- Bon Secours Wellness Arena (15,000 seat sports & entertainment arena)
- The Peace Center (2,100 seat concert hall, 430 seat outdoor amphitheater, over 300 events per year)
- With more than 250 international firms, from more than 24 different countries, the Upstate boasts the highest international investment per capita in the nation. Greenville is home to such national and international corporations as Fluor, Hubbell Lighting, BMW and Michelin North America
- 9th fastest growing city in America
- Greenville is home to Bon Secours St. Francis Health System and Greenville Hospital System, which is the nation's first multi-hospital system
- Ranked 7th for economic development among all MSA's across nation





#### Kris Kurjiaka

From: Matthew Hubbard <matt@grouptherapy.fun>

Sent: Tuesday, November 16, 2021 3:27 PM

To: Kris Kurjiaka

**Subject:** Amendment to S 21-781 320 Falls Street Suite G

Follow Up Flag: Follow up Flag Status: Flagged

CAUTION: This email is from an EXTERNAL source. Ensure you trust this sender before clicking on any links or opening attachments.

**Group Therapy Pub & Playground** 

MEMO:

To: Kris Kurjiaka TAC Special Committee and Board of Zone Appeals

From: Matthew Hubbard Managing Member GT Greenville, LLC DBA Group Therapy Pub & Playground

Date: 12.16.2021

Re: BZA Amendment to S 21-781

GT Greenville, LLC would like to request that the board propose an alternative requirement for both the security requirement and parking requirement consistent with the other approved adjacent bars, restaurants, and nightclubs in

the Camperdown property and elsewhere downtown.

Currently the committee has proposed 2 security guards, 1 of which needs to be an off-duty sworn law enforcement officer positioned outside the business on Friday and Saturdays between 10PM and 2:15AM.

We believe a single security guard who is also an off-duty officer is sufficient since Camperdown provides 2 security guards for the plaza area, both hired from American Security Company. One of which sits adjacent at the desk beside Group Therapy at the business tower, and the other roams the plaza 24/7. Both are available to Group Therapy in an instance they are needed. The off-duty officer can check IDs however our staff will be checking IDs at all times as well.

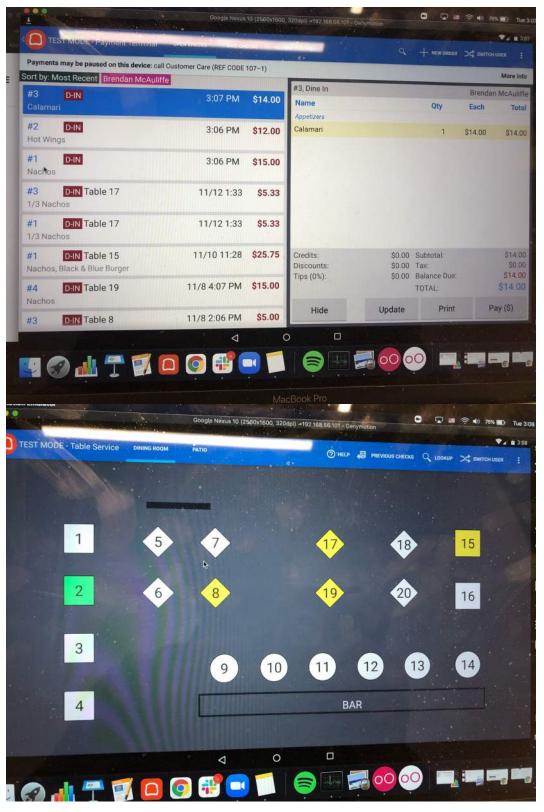
Part of our customer journey through Group Therapy is an ID check to use our self-serve beer tap wall and to establish an open tab. Checking IDs will be something our staff does all day regardless of what the hours of operation are.

Finally our Toast Point of Sale system and reservation booking system will be keeping track of real time occupancy vs capacity limits. See the two exhibits attached. Exhibit F details blue numbers on the side which keep track of guests and exhibit G shows we will have a kitchen map that gives us a real time visual on occupancy in our dining room.

In regards to parking. Directly underneath us is an available Camperdown public parking deck. If spaces are available guests may park there. Directly beside us with an entrance from Falls Street is another parking deck that is often

completely vacant. From the 3rd floor of the parking deck there is a walkway to the hallway that splits the business tower and Group Therapy space. It exits into the plaza with quick easy access to Group Therapy. Downtown Greenville also has a variety of other parking decks. Group Therapy is central to the heart of downtown. The Greenville Trolley also drives by our space with exit on Main Street. Our core demographic visiting our space are also accustomed to Uber and Lyft which provides easy drop off and pick up from the Camperdown Valet circle.

Thank you for your consideration and we look forward to reviewing our application in December.



#### Thank You,

**Matthew Hubbard** 

Owner | Lead Therapist

**Group Therapy Pub & Playground** 

**C:** 706.614.1758

E: matt@grouptherapy.fun
W: www.grouptherapy.fun
IG: @grouptherapy.fun